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BANDAI

Japanese

Press Release

2004/02/03

Bandai Co., Ltd.
Head Office: Komagata 2-5-4, Taito-ku
President: Takeo Takasu
Capital: 24.1 billion yen

Having sold 40 million units worldwide, Tamagotchi is back in an upgraded version!
"TAMAGOTCHI PLUS" GOES ON SALE MARCH 20 IN JAPAN
Now with a new infrared communication function

On March 20, Bandai will be launching **Tamagotchi Plus** (available in 6 colors, retailing at 1,980 yen excluding tax), a new, enhanced version of Tamagotchi, the egg-shaped portable interactive virtual pet that first hit the stores in November 1996, and went on to sell over 40 million units worldwide. Aimed at a wide range of consumers -- mainly girls in their teens and twenties, but also including the family market -- the product will be sold throughout Japan at toy stores, department stores, toy departments of mass-merchandisers, variety stores and convenience stores. Bandai aims to sell two million units by the end of March 2005.
Bandai Networks (Head Office: Chiyoda-ku, Tokyo; President: Satoshi Oshita) will start taking advance orders for the new product on its Lalabit Market online shopping site (http://lalabitmarket.channel.or.jp) at 12 noon on Monday March 1.
(Advance orders for a special version of Tamagotchi Plus, a limited edition of only 2004 units, will be taken on a first-come, first-served basis. Deliveries of this product to customers in Japan are scheduled for late March.)

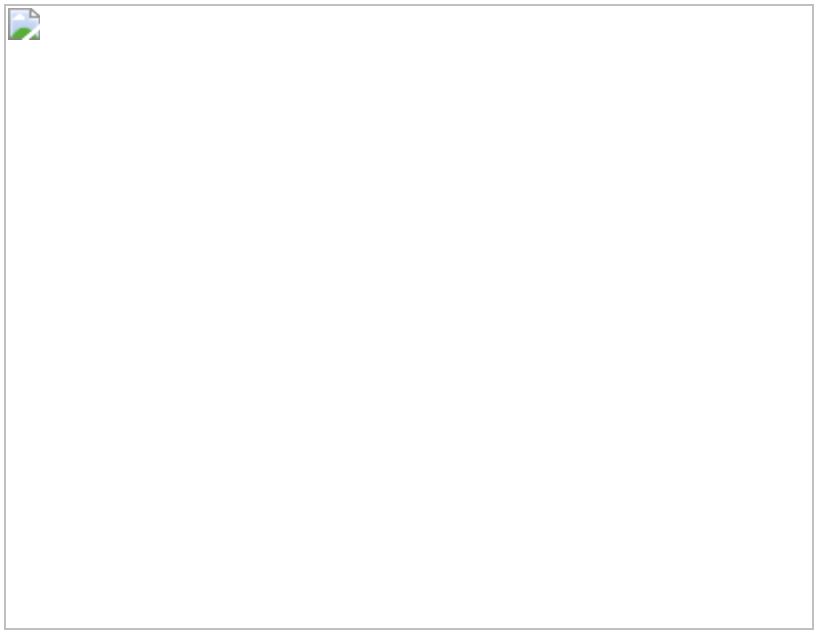

Photo:"Tamagotchi Plus"
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New! Infrared Communications! *Tamagotchi Plus* takes Tamagotchi interaction to a whole new level

Tamagotchi is a portable interactive virtual pet that needs parenting care in order to grow and develop: its upbringing also determines the kind of character it will grow up to be. The new version's most novel feature is its built-in infrared communications function. It can communicate with other people's Tamagotchis (this communication is to be known as Tamacom) making new friends, exchanging presents, and playing games. If a particular friendship goes far enough, the two Tamagotchis involved can even get married and produce a new generation. Tamacom thus provides a whole new way for human owners to interact, too.

And that's not all: the start of a special campaign will be timed to coincide with the launch of **Tamagotchi Plus**. Leading chains involved in tie-up partnerships with Bandai will display giant in-store versions of the product -- "Mega-Tamagotchi" (about 20cm tall)- as part of the Japan-wide roll-out of a new service giving shoppers access to certain Tamagotchi items only available at the particular store in question. Shoppers will then be able to take their new Tamagotchis outside and play communications games all over town. A tie-up with the Lotteria hamburger chain has now been finalized, and plans are afoot to install Mega-Tamagotchis at 550 Lotteria outlets across Japan. The number of participating companies is to increase progressively.
In addition to its new communications function, **Tamagotchi Plus** boasts other enhancements: thanks to a screen display with roughly twice the number of pixels (compared to the original Tamagotchi), the virtual characters now move more smoothly, and more sophisticated graphics can be displayed. The product's circuit capacity has also been increased about fivefold, dramatically increasing the scope for graphics, character movement, events in the virtual pet's life, and other fun factors.

How to play with Tamagotchi Plus, and how to use its functions

Before your Tamagotchi is born: Set the date and time.
Register your own birthday. When your birthday comes around, your Tamagotchi will wish you many happy returns.
When your Tamagotchi is born, its gender is set (black for a boy, and white for a girl).
Give your new-born Tamagotchi a name.

As your Tamagotchi grows up:
Start (egg stage): The Tamagotchi stays quite still.

Infant stage:	It is very timid and does not move around much. It will make frequent demands for your attention.
Rebellious stage:	It will often thrash about wildly at this stage. It also learns to communicate.
Adolescent stage:	It becomes able to play alone, take baths of its own accord, and so on.
Breeding stage:	It gets married and becomes able to produce the next generation.

Aspects of caregiving
When your Tamagotchi starts crying or calling out to you (when the Calling sign flashes), select a Care icon and give it the care it needs. If you don't take appropriate action while the sign is flashing, your Tamagotchi could develop the habit of pestering you, or its development could become stunted. The care you give it will affect its future development, and determine its adult character.

(1)The Check Meter
This meter can be used to check up on how your Tamagotchi is feeling, and how it is developing. You can check aspects of its development such as Hunger/Happiness, Discipline and so on.

(2)Food
You can give your Tamagotchi Meals and Snacks.

(3)Toilet
Your Tamagotchi starts fidgeting when it wants to go to the toilet. If you're too late and it poos before it gets to the toilet, you need to clean it up afterwards.

(4)Cheer-up games
If your Tamagotchi does well and succeeds in a game, its mood improves.
Dance Game: Remember which direction your Tamagotchi is moving in, and press the corresponding directional button.
Hurdle Game: The trick is to jump each hurdle at just the right moment.

(5)Infrared communications
This function is used to communicate with other people's Tamagotchis. Communicating with another Tamagotchi many times may raise your Tamagotchi's Closeness Level* for that particular friendship. If a friendship reaches the True Love level, the couple can make a Love Marriage (as opposed to having an Arranged Marriage), and give birth to the next Tamagotchi generation.

Exchanging presents
When two Tamagotchis become friends, either one can jump across and deliver a present to the other. Depending on what the present is, their Closeness Level will change. There are good presents such as cake and flowers, and bad presents such as monsters.

Balloon-Popping Game, Gobbling Contest
Two Tamagotchis can start a game of their own accord. In the Balloon-Popping Game, the first one to pop the balloons wins. In the Gobbling Contest, the first one to eat all the food is the winner. The better your Tamagotchi's general condition, the more likely it is to win the game.

(6)Discipline

Discipline can be provided in two forms: Scolding and Patting.

(7)Medical care
If the skull icon or the toothache icon appears, your Tamagotchi is sick. You need to provide your Tamagotchi with medical care until the illness icon disappears.

(8)Light
At night, turn off the light when your Tamagotchi starts yawning.

(9)Tamagotchi Notebook
The names of friends your Tamagotchi has played with can be stored in a Friends List holding up to 50 entries, and displaying the Closeness Level for each one. And, if your Tamagotchi has received a toy or a dress-up item as a present, this can be stored away as a prized possession.

* What does "Closeness Level" mean?
When your Tamagotchi plays with the same Tamagotchi friend on multiple occasions, their Closeness Level will go up.
Typical sequence of changes in Closeness Level: Acquaintance -> Friend -> Close Friend -> Very Close Friend -> Sweetheart -> True Love
(If both Tamagotchis are of the same gender, their Closeness Level can only progress as far as Very Close Friend.)

Other Functions

Arranged Marriage
When your Tamagotchi reaches marriageable age (when it has been at the breeding stage for 3 full days), Mrs. Busybody will appear, bringing a photo of a potential marriage partner. Your Tamagotchi can then meet this potential partner, and go on to get married and have children.

Caring for a Tamagotchi parent and child
If you are taking care of a Tamagotchi which has just become a parent, it will initially take care of its own child. When it is about one day old, the child will separate from its parent, and you will then need to give the child a name and start taking care of it.

A History of the first-generation Tamagotchi (main product only)

1996	November 23:	**Tamagotchi** (6 colors) goes on sale (at 1,980 yen) in Japan
1997	February:	**Shinshu Hakken!! Tamagotchi** (4 colors) goes on sale (at 1,980 yen)
	March:	**Tamagotchi** goes on sale in 3 new colors
	May:	**Tamagotchi** goes on sale in America, Canada, Europe and Asia **Shinshu Hakken!! Tamagotchi** goes on sale in 4 new colors
	June:	**Tamapitchi**, the Tamagotchi PHS, goes on sale
	July:	Anime series **"TV de Hakken!! Tamagotchi"** goes on the air (Fuji TV) Movie **"Tamagotchi Honto no Hanashi"** is released
	August:	**Tenshitchi no Tamagotchi** (3 colors) goes on sale (at 1,980 yen)
	December:	**Osutchi and Mesutchi** (both in 3 colors) go on sale (at 1,980 yen)
1998	February:	**Mori de Hakken!! Tamagotchi** (4 colors) goes on sale (at 1,980 yen)
	March:	**Umi de Hakken!! Tamagotchi** (4 colors) goes on sale (at 1,980 yen)
	April:	**Tamaotchi** goes on sale (at 1,980 yen)
	August:	**Doraemontchi** goes on sale (at 1,980 yen)
	September:	**Deviltchi no Tamagotchi** (4 colors) goes on sale (at 1,980 yen)
	October:	**Doramitchi** goes on sale (at 1,980 yen) **Yasashii Tamagotchi** (3 colors) goes on sale (at 2,680 yen)

Product Specification

Product name:	**Tamagotchi Plus**
Launch date:	**March 20, 2004**
Price:	1,980 yen (plus tax)

Sales channels:	Toy stores, department stores, toy departments at mass-merchandisers, variety stores, convenience stores, and other outlets throughout Japan
Target market:	A wide consumer sector, mainly focused on teen and twentysomething women, but extending to the family market
Colors:	Six colors in total (white, black. pink, aqua, yellow, blue)
Size:	W49 x D17 x H58mm
Weight:	33g (including battery)
Power supply:	CR2032 battery x 1 (included)

Bandai website URL: http://www.bandai.co.jp/
Tamagotchi website URL: http://tamagotch.channel.or.jp/

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